

In the Specification:

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Panels 16 are removably mounted to vertical members 12 to substantially conceal the supporting framework and supporting wall as well as to provide an aesthetically pleasing background for the merchandise to be displayed. Modular furniture such as lighted shelf 18, clothes rack 20, and light fixture 22 include brackets 23 which are designed to removably engage vertical members 12, allowing the furniture pieces to be positioned as desired. Similarly, smaller items such as spotlight 26, hooks 30, and shelf 32 may be mounted in sockets located in horizontal members 14 and panels 24.

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Cross sectional views of various illustrative embodiments of vertical member 12 are shown in FIGS. 4A through 4F. The cross section shown in FIG. 4D corresponds to the embodiment of vertical member 12 shown in FIG. 2, including two columns of slots 42 in outer member 39 and corresponding slots 46 in conductor 44. Outer member 39 also includes side holes 57, panel mounting holes 40 and cap 41. An alternative embodiment having only a single column of slots 42 is shown in FIG. 4C; otherwise, the embodiment of FIG. 4C is the same as that shown in FIG. 4D. Furthermore, the embodiments

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illustratively depicted in FIGS. 4A and 4B, are constructed similarly to those shown in FIGS. 4C and 4D, respectively, except that in FIGS. 4A and 4B the vertical member 12 has slots in opposing sides 39a and 39b. Thus, the embodiments of FIGS. 4A and 4B may be used in situations wherein both the front and back of vertical members 12 may be visible, such as when a modular display is located in the center of a retail store.

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FIGS. 8A through 8D are detailed drawing showing various means of energizing conductors 44 of vertical members 12. In the embodiment of FIG. 8A, a wire 91 is screwed to a bottom portion of conductor 44 using screw 94 through washer 95 and eyelet 92. The other end of wire 91 is strung to a power source for the modular furniture system. Cap 96 fits into the bottom of vertical member 12. This method of energizing conductors 44 is mechanically and electrically simple keeping manufacturing costs low; however, each vertical member must be wired individually making set-up more costly and prone to wiring errors.

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Referring now to FIG. 9, the design of an illustrative embodiment of shelf support 18, including light fixture 106, is described. Brackets 23 are attached to each